

Members Satisfaction

The information provided by a well-designed member survey is a valuable input into the process of planning programs and services to be offered by the club.

Member surveys enable the club's management to identify where there are potential problems in service delivery and whether programs meet the needs and expectations of the membership. Furthermore, member surveys also provide management with a chance to test new ideas and gauge the likelihood of success.

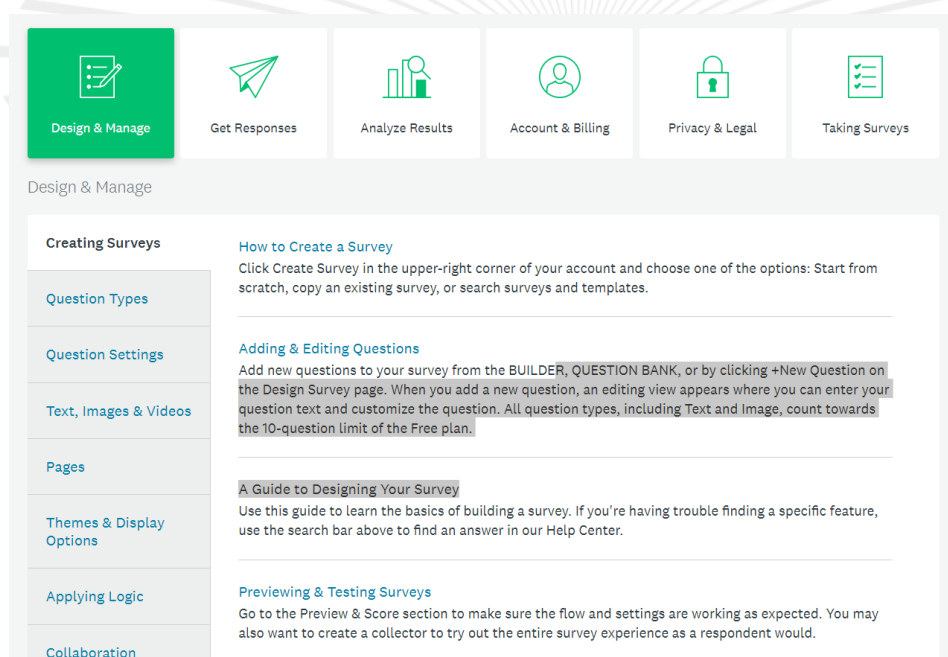
There are a number of options in conducting a survey as follows:

- **Interview members individually** - This method works well when trust among the group is strong and members feel comfortable about speaking honestly about their opinions. Give members the opportunity
- **Conduct an open forum** - This method may allow for more interactive discussion, if an unbiased facilitator can guide the reflections.
- **Use a member satisfaction survey** - This method allows everyone to have a voice--and if offered anonymously, to speak as honestly as possible.

Members Satisfaction Survey

There are various online tools and apps that a club can use to survey the membership including for example, Google Form, Cognito forms and Survey Monkey.

The free version of Survey Monkey allows up to 10 questions and 100 responses and is the world's leading survey platform. You can register free at www.surveymonkey.com. Once registered, head to the help section to design your first survey: https://help.surveymonkey.com/categories/Design_Manage



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Types of Question

What questions you choose to survey your members will be dependent on the objectives of the survey. It may be useful to include a number of closed questions ie with two or more options to select, and open questions allowing members to elaborate their thoughts on a certain subject.

Some online resources on this can be found at:

<https://www.interpnet.com/NAI/docs/CIT/Copeland-Questions.pdf>

https://www.mindtools.com/pages/article/newTMC_88.htm

<https://www.webscribble.com/blog/8-membership-satisfaction-survey-questions>

Example Questions

The following lists a number of example questions you could use for your survey.

1. What were your main motivations for becoming a member last year?

- Quality of cricket facility
- Quality of cricket coaching
- Socialise/meet new friends
- Friends/family are members
- Affordability
- Exclusivity
- Other _____

2. On average, how often do you visit the club?

In Summer (May to September):

- Once or twice a week
- Once a fortnight
- Once a month
- Less than once a month

In Winter (October to April):

- Once or twice a week
- Once a fortnight
- Once a month
- Less than once a month

3. Facilities – Please rate the following facilities at your club?

- Cricket pitch (square) – Excellent, Good, Fair, Poor
- Outfield - Excellent, Good, Fair, Poor
- Changing Rooms - Excellent, Good, Fair, Poor
- Clubhouse - Excellent, Good, Fair, Poor

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4. What additional future improvements or other offerings would you like to see the club consider?
5. How is the club at providing social events for its members? What future social events would you like to see?
6. What should the club focus on to attract new members?

There will of course be club specific questions you will want to ask depending on the objectives of the survey.

We would recommend no more than ten questions in the survey.

Survey Analysis

Once designed you can email members a link to complete the survey and then once members have responded you can analyse and export the results. The reporting tool in Survey Monkey is very easy to use.

It is important to share the results with the membership in the form of a report which should also include recommendations for future implementation.

Further resources are available at:

https://www.surveymonkey.com/r/JBAS_Sample_Survey

<https://blog.cvent.com/events/feedback-surveys/5-questions-ask-membership-satisfaction-surveys/>

<http://styalgolf.com/membership-survey/>

